



Euromonitor
International

Voice of the Consumer: Mobility 2025 Key Insights

June 2025

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TOP HIGHLIGHTS IN VOICE OF THE CONSUMER: MOBILITY 2025 KEY INSIGHTS

Key findings

EXECUTIVE SUMMARY

Why read this report?

INTRODUCTION

Understanding today's automotive and mobility landscape

Global commuter: One in two consumers who commute to work do so every weekday

URBAN CONSUMERS DEMAND "ON-DEMAND" SOLUTIONS

Commuters need flexible and on-demand solutions

Young urban consumers shift from vehicle ownership to shared services

Case study: Cycle to Work with Forest initiative for e-bike subscription

LESS-(CAR)BON COMMUTE

Sustainable is the new standard for getting around in cities

More people are choosing low-carbon rides

Case study: Lyft launches "Green" mode to allow users to hail EVs or hybrids

CHARGING THE FUTURE: EV READINESS

EV growth led by educated youth but slowed by cost barriers

Plugging into the right market: Who is ready for EVs?

Case study: EV adoption in Southeast Asia – affordability and charging lag behind

AUTONOMOUS TECH GAINS TRUST

Trust and acceptance comes with consumer familiarity

Regional differences and regulations for robots

AUTO SHOPPING IN 2025

Shopping new: Evolving consumer expectations

Shopping second-hand: Primarily driven by price and availability

Case Study: eBay reinvents online car buying

CONCLUSION

Opportunities for growth

ABOUT OUR RESEARCH

Overview of the Voice of the Consumer: Mobility Survey

Why is Euromonitor's consumer insights data unique?

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-consumer-mobility-2025-key-insights/report.